

PRESS RELEASE

LIONEL DEBAUGE TAKES OVER AS HEAD OF SBM LIFE SCIENCE FRANCE

Ecully, 2nd July 2018 – Nearly one year after joining SBM, Lionel Debauge is taking over management of the France Region following Matthieu Schmidt's appointment as VP of the Europe Region.

In September 2017, Lionel Debauge, 45 years old, joined the SBM team as Sales Director of SBM Life Science France. With a Masters in Commercial Engineering, Lionel started his career at United Biscuits as Area Manager, then continued as Regional Sales Manager at Pepsico France. Subsequently he joined Scotts France where he was able to acquire an in-depth knowledge of the Garden sector.

After a successful first season leading the sales teams, Lionel will take over the management of SBM Life Science France in order to speed up the transformation of the company and follow the transformation of the market.

He will continue his close collaboration with Matthieu Schmidt, who is taking over as VP of the Europe Region – thus following up on the work accomplished for the France Region.

« Lionel possesses all the qualities required to take over the management of the French branch and make the right choices to satisfy our customers and the French market that he knows well. », says Matthieu Schmidt.

« The combined expertise of Matthieu and Lionel on the France Region has convinced us and we are reaffirming our trust in them to continue the development of our Group beyond these borders », says Alexandre Simmler, General Manager of SBM Life Science.



ABOUT SBM LIFE SCIENCE

SBM Life Science is the Home & Garden division of SBM Company, born out of the merger of Novajardin (SBM Group) and Bayer Garden & Bayer Advanced in October 2016. This division employs 350 staff, with more than 20 locations in Europe and the US. With over 2500 products distributed worldwide, SBM Life Science is an expert on plants' care and beauty as well as protecting the home against rodents and insect pests.

ABOUT SBM COMPANY

SBM Company is a family-owned industrial group with French roots, created in 1994, operating today in more than 31 countries. SBM Company creates, registers, manufactures and markets products to advance plant protection and home and garden care, from research to the consumer's hands. The group operates in 4 activities: crop protection, industrial production (with two plants in France and one in the USA in Pasadena, Texas), aromatherapy and Home & Garden, through a dedicated entity - SBM Life Science. SBM Company is committed to providing responsible and innovative solutions now and for future generations.



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